



*City
Council
Report*

Item: 10
Category: NEW BUSINESS
Meeting Date: April 17, 2018

TITLE: Civic Center Improvements - Potential Revenue Measure Survey

RECOMMENDED ACTION

Staff recommends that the City Council review, discuss and accept the March 2018 potential revenue measure survey.

BACKGROUND

At the City Council meeting on November 21, 2017, the City Council expressed a desire to explore and consider specific revenue options in support of the Civic Center Master Plan facility improvements. The Council directed staff to engage polling services to conduct a survey of registered voters to determine the public support for a potential revenue measure and to help refine potential ballot measure language.

From a pool of experienced and qualified firms, Godbe Research was selected to complete the survey work as authorized by the Council.

Field data collection was completed during the last two weeks of March 2018.

The survey results have been tabulated and analyzed, and will presented to the City Council at its meeting on April 17, 2018. The Council may use the information as a guide to potential ballot measure language in regard to the General Election this November.

DISCUSSION

The Council may have questions of the polling consultant regarding the survey, methodology and the key differences in survey responses to the parcel tax or general obligation bond financing options. The Council may also want to consider the total amount of revenue to be raised and what the revenue could support for design and construction costs. However, since the results of the survey are not being distributed until the April 17 Council meeting, the Council is only being asked to accept the survey results at this meeting. Staff anticipates that an additional Council discussion will be necessary at the May 1 meeting to determine a preferred funding option and for the Council to provide direction to staff. City staff is prepared to refine and communicate the project's final scope and depth based on the Council's input and direction on May 1.

After the May 1 meeting and based on Council direction at that meeting, staff is prepared to work with consultants to begin the community messaging phase of the project. Staff is recommending that a second tracking survey be completed in early July to test the effectiveness of public information efforts and to help refine the potential ballot measure language.

The City's consultants on the project, Godbe Research and BMWL, will be in attendance at the April 17 Council meeting to answer questions from the Council.

Included with this report is a revised timeline of milestones leading up to the November 2018 election.

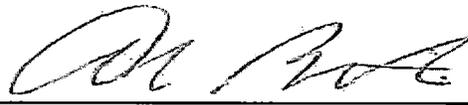
FISCAL IMPACTS

There are no fiscal impacts associated with the staff recommendations contained in this Council Report.

ALTERNATIVES

1. Take no action at this time; or
2. Provide other direction to staff.

Prepared by:



Al Bito, Deputy City Manager

Approved by:



Brian Loventhal, City Manager

Attachment:

1. Civic Center Plan Timeline

Civic Center Project Timeline

March- May 2018

- Periodic updates/discussions with City Council
- Public opinion survey results regarding potential revenue measure to fund Civic Center improvements are presented to the City Council (April 17, 2018)
- City Council direction on funding source and ballot measure (May 1, 2018)
- Begin public information outreach

June 2018

- Public information outreach continues
- City Attorney to draft resolution placing a revenue measure on the November 2018 ballot

July 2018

- July 17 or July 31, are regularly scheduled City Council meetings. Action to place a revenue measure on the ballot can be taken at either of these meetings; or the City Council could schedule a special meeting at any date for the purpose of placing a measure on the ballot

August 2018

- August 10, 2018 – final date to submit ballot measures to the Santa Clara County Registrar of Voters
- August 14, 2018 – Arguments in favor of and against the impartial analysis are due
- August 21, 2018 – Rebuttals to arguments in favor of and against the impartial analysis are due